

Atty. Dkt. No. K01-008
(formerly 00010.US00)

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A web-based, interactive method for ~~simultaneously~~: (a) advertising and increasing awareness of charitable, nonprofit, philanthropic or other fundraising organizations (ORG), (b) advertising corporate or other sponsors (Sponsors), and (c) raising donations for the ORGs, comprising:
providing a participant an opportunity to take a quiz on a website in exchange for a Sponsor making a donation to an ORG in the participant's name, the quiz having one or more questions relating to the ORG or the Sponsor;
receiving answers to questions from the participant taking the quiz, ~~by the participant, by answering the questions,~~ the participant selecting an answer from two or more provided answers; and
making causing a donation to be made, by the Sponsor, to the ORG, in response to the taking the quiz by the participant.
2. (Previously Presented) The method according to claim 1, wherein said providing an opportunity comprises asking questions about the ORG's mission and activity.
3. (Previously Presented) The method according to claim 1, wherein said providing an opportunity comprises asking questions about the Sponsor's business or activities.
4. (Previously Presented) The method according to claim 1, further comprising receiving contact information of the participant.
5. (Previously Presented) The method according to claim 4, wherein the contact information comprises an email address of the participant.

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6. (Original) The method according to claim 1, further comprising providing a score based on the number of correct answers in the quiz.
7. (Original) The method according to claim 1, further comprising calculating the total number of participants taking the quiz.
8. (Previously Presented) The method according to claim 4, further comprising providing the contact information to the Sponsor.
9. (Previously Presented) The method according to claim 4, further comprising providing the contact information to the ORG.
10. (Original) The method according to claim 1, wherein the donation is made to the ORG selected by the participant.
11. (Original) The method according to claim 1, further comprising providing a sweepstake wherein the participant of the quiz has a chance to win a prize.
12. (Currently Amended) A web-based, interactive system for ~~simultaneously~~: (a) advertising and increasing awareness of charitable, nonprofit, philanthropic or other fundraising organizations (ORG), (b) advertising corporate or other sponsors (Sponsors), and (c) raising donations for the ORGs, the system ~~having a graphical user interface including a display~~, comprising:
means for providing a participant an opportunity to take a quiz on a website in exchange for a Sponsor making a donation to an ORG in the participant's name, the quiz having one or more questions relating to the ORG or the Sponsor;

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means for receiving answers to questions from the participant taking ~~by the participant~~, the quiz, the participant answering the questions by selecting an answer from two or more provided answers;

means for ~~making~~ causing a donation to be made, by the Sponsor in the participant's name, to the ORG.

13. (Original) The system according to claim 12, wherein the quiz includes questions about the ORG's mission and activity.
14. (Original) The system according to claim 12, wherein the quiz includes questions about the Sponsor's business or activities.
15. (Previously Presented) The system according to claim 12, further comprising means for receiving contact information of the participant.
16. (Previously Presented) The system according to claim 15, wherein the contact information comprises an email address of the participant.
17. (Previously Presented) The system according to claim 12, further comprising means for calculating a score based on the number of correct answers in the quiz.
18. (Original) The system according to claim 12, further comprising means for calculating the total number of participants taking the quiz.
19. (Previously Presented) The system according to claim 15, further comprising means for providing the contact information to the Sponsor.

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20. (Previously Presented) The system according to claim 15, further comprising means for providing the contact information to the ORG.
21. (Currently Amended) A web-based, interactive method for ~~simultaneously~~: (a) advertising and increasing awareness of charitable, nonprofit, philanthropic or other fundraising organizations (ORG), (b) advertising corporate or other sponsors (Sponsors), and (c) raising donations for the ORGs, the method ~~including use of a graphical user interface including a display~~, comprising:
playing-providing a game for playing, by a player, on a website, the game being adapted to educate the player about the ORG or the Sponsor; and
making-causing a donation to be made, by the Sponsor, to an ORG in response to the playing a game by the player.
22. (Previously Presented) The method according to claim 21, further comprising awarding one or more points to the player based on the performance in the game.
23. (Currently Amended) The method according to claim 21, wherein the player enters a sweepstake by playing the game, and wherein the player has an opportunity to ~~win on~~ win one or more prizes.
24. (Previously Presented) The method according to claim 21, further comprising receiving contact information of the player.
25. (Previously Presented) The method according to claim 24, wherein the contact information comprises the email address of the player.

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26. (Original) The method according to claim 21, further comprising calculating the total number of players.
27. (Currently Amended) A computer program product including a program code embodied in a storage medium for carrying out a web-based, interactive method for **~~simultaneously~~**: (a) advertising and increasing awareness of charitable, nonprofit, philanthropic or other fundraising organizations (ORG), (b) advertising corporate or other sponsors (Sponsors), and (c) raising donations for the ORGs, the method **~~having a graphical user interface including a display~~**, comprising:
playing providing a game for playing, by a player, on a website in exchange for a Sponsor making a donation to an ORG, **the game being adapted to educate the player about the ORG or the Sponsor**;
making causing a donation to be made, by the Sponsor, to the ORG in response to the playing the game by the player; and
providing receiving contact information of the player.
28. (Previously Presented) The method according to claim 21, wherein the Sponsor makes the donation in the name of the player.
29. (Currently Amended) A web-based, fund-raising method, comprising:
providing a quiz to a participant on a website the quiz having one or more questions relating to a fundraising organization or a sponsor; and
causing a donation to be made to a fundraising the fundraising organizations in response to taking of the quiz by the participant.